

ABSTRACT OF THE DISCLOSURE

A system of ordering and delivering merchandise by accepting order of merchandise from any customer through a home page or a virtual store concerning sales of merchandise and constructed on a network by a sales merchant and through the network and delivering the ordered merchandise to a delivery destination designated by the customer so that the delivery destination of the merchandise can be selected by the customer. The system includes a map information unit for holding systematized data of a plurality of maps as map information, a dealer information unit for storing dealer information concerning dealers capable of dealing or mediating merchandise and addresses of the dealers, and a map information display unit by which the plurality of maps can be retrieved on the basis of address information. A map having a dealer of a neighborhood of the delivery destination in the region of the map is retrieved on the basis of the address information of the customer in response to customer's selection of the dealer of the neighborhood of the customer as a delivery destination of the merchandise when order of the merchandise is accepted from the customer. The dealer selected by the customer is determined as a delivery destination of the merchandise while the retrieved map is displayed on the home page or the

virtual store. Hence, it is possible to provide a system and method of ordering and delivering merchandise in an electronic mall, in which a specific merchandise relay station can be selected on the basis of map information.